

Radio Continues to Satisfy

Alan Burns Study: Women 15-54 indicated that their curated music station's music is equally satisfying musically.

Music Satisfaction: P1 Station vs. Streaming Service

Rated on a 1-10 scale

	Total	Heavy Radio	Weekly Streamers	Pandora Users
P1 Station	8.28	8.52	8.32	8.13
Streaming Service *	8.34	8.55	8.83	8.54

** Respondent's most-used non-radio music streaming service*

Even when prompted by questioners to say something negative about broadcast radio, the majority of females involved in Alan Burns' study would not take the bait. Burns said, "The news is mostly good. Women's attitudes toward radio are very positive, and there are no signs that music streaming services like Pandora are eroding radio usage." Fred Jacobs agrees, speaking about radio's performance in his Tech Poll #7, "Radio listening is rock-solid consistent for the past four years," Jacobs Media president Fred Jacobs says. "Even though these are core radio listeners, the good news is radio is a big part of their lives to the same degree that it was four years ago."

(Comment: This 2012 study confirms that broadcast radio continues to satisfy)

A new Mark Kassof & Co. survey

649 telephone interviews with 18-64 radio listeners in the U.S., conducted from February 1-5 2012. We asked about their satisfaction with the station they “listen to most” (if they have one) and their satisfaction with radio overall. Here’s what we learned...

*Nearly half indicated they’re “100% satisfied” with the station they listen to most. Another third give it a “four” on our five-point satisfaction scale...meaning they’re mostly satisfied:

1: <i>NOT AT ALL SATISFIED</i>	1%
2:	2%
3:	14%
4:	33%
5: <i>100% SATISFIED</i>	48%
<i>Don't know/No st'n "listen most"</i>	2%
AVERAGE:	4.3

The overwhelming majority of listeners are satisfied with their P1 station.

Curation is powerful a new Mark Kassof & Co. confirms. **Kassof says overt dissatisfaction with radio is low. Only 10% rate their satisfaction as “two,” and only 5% rate their satisfaction as “one” or “not at all satisfied.”** (15% rate it 1 or two on a scale of 5). The findings are based on 649 telephone interviews in the U.S., conducted from February 1-5, 2012. The survey’s total sample margin of error is +/-4%.